Computing department - year 10 iMedia scheme of work

Term	Title	Unit content	Key vocabulary	Resource links:
Autumn Week 1 - 5	**1.1 Purpose, elements and design of visual identity**	Purpose of visual identity Component features of visual identity Elements of visual identity Visual identity design style Concepts of graphic design Layout conventions for different graphic products and purposes	• Recognition/familiarity • Establish a brand • Develop brand loyalty • Visual communication with audiences/ consumers • Name • Logo • Slogan/strap lin • Graphics • shape/symbol • Typography • Colour palette and meaning • Layout/complexity	
Autumn Week 6 - 10	**2.2 Properties of digital graphics and use of assets**	Technical properties of images and graphics Licences and permissions to use assets sourced from	• colour mode • compression settings • overall quality • transparency • Vector graphic • properties compatibility ▪ file size ▪ scalability ▪ software support	

Term	Title	Unit content	Key vocabulary	Resource links:
			• Client images • Internet • Logos • Photographs • Stock library	
Autumn Week 11 - 15	**2.3 Techniques to plan visual identity and digital graphics**	Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics	• Mood board • Mind map • Concept sketch • Visualisation diagram	
Assessment point 1				

Term	Title	Unit content	Key vocabulary	Resource links:
Spring Week 1 - 4	3.1 **Tools and techniques of imaging editing software used to create digital graphics**	Software tools and techniques used to create digital graphics Use of layers and layer styles	• Image/canvas size • Layout tools • Drawing tools • Adjustments to brightness/contrast and colour • Use of selections • Use of layers and layer styles	

Spring Week 5 - 8	**3.2 Technical skills to source, create and prepare assets for use within digital graphics**	Source assets for use in digital graphics Create assets for use in digital graphics Modify images and other assets to make sure the technical compatibility for use within print graphics	• Editing sourced assets to create a derivative asset • Creating assets using drawing tools • Storage location • Changing the file format	
Spring Week 9 - 11	**3.3 Techniques to save and export visual identity and digital graphics**	Save and export	• Proprietary format master files • Repurpose and export in appropriate file formats	
Assessment point 2				

Term	Title	Unit content	Key vocabulary	Resource links:
Summer Week 1 - 11	4.0 Coursework	Finalizing and completing full digital identity portfolio Initial marking and further iterative improvements Task 1 and 2 completed with all assets and documentation submitted digitally		
Summer Week 11 - 13		Introduction to R098 What is our client brief What will the unit include		
Assessment point 3				